



Role Profile

Marketing Executive - *Digital focused*

Contract	Part time 16 to 20 hours per week
Salary	£20 per hour
Location	La Mare Wine Estate, St Mary Jersey

We are looking for a dynamic individual who has experience and enthusiasm for all things marketing, especially digital, a passion for locally made products and an affinity to the wonderful island of Jersey.

We're looking for someone with the ability to further develop the La Mare brand. Your days will be spent exploring the vineyards, orchards and gardens, chatting to our Chefs and Chocolatier, understanding what makes a great visitor experience and crafting great content to communicate what makes La Mare Estate so special.

Based at the Estate in St Mary, Jersey and working closely with the MD and the companies preferred external agencies, you will be responsible for creating, supporting and implementation of our marketing strategy with a focus on digital activity. You will be used to managing and creating accurate, brand-aligned content in a fast-paced environment and will be capable of working autonomously within our small and friendly team.

The ideal candidate will be a self-starter, highly creative, a clear communicator, with lots of energy and enthusiasm and driven by results.

If you think you're capable of assisting with the development of product marketing; from label creation to product launch and market placement and are looking for an exciting role where you watch your ideas come to fruition within a friendly work environment whilst vastly increasing your business skills and knowledge at the same time, this is the role for you.

This role is based at the La Mare Wine Estate but will also involve close working with our town retail team.

Role

The Marketing Executive will create and implement innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and generate interest in company products and services. They will create engaging written, graphic, and video content while staying up to date on latest marketing technologies and social media. Training will be provided if appropriate to ensure the chosen candidate is constantly updating their skills within the sector.



Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
- Work closely with the e-commerce Executive to assist in raising awareness and driving sales through the Maison de Jersey online retail platform
- Generate, edit, publish, and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Manage the My Listing portal on the Visit Jersey website, regularly reviewing and reporting on the dashboard analytics from the Visit Jersey site
- Working with the Visit Jersey team to maximise 'Enhanced Partner' opportunities, collaborate on campaigns and piggyback on Visit Jersey digital activity as appropriate
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Create engaging content to support the five core areas of the business; weddings, corporate, tourism, e-commerce and retail.
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights, and best practices, and then acting on the information
- Collaborate with other departments (production and sales etc) to manage reputation, identify key players, and coordinate actions
- Liaise with external suppliers including graphic designers, photographers, marketing consultant etc.
- Pro-actively develop partnerships with partners such as hotels and restaurants

Requirements

- Proven working experience in marketing, e-commerce or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English
- A recognised qualification in Digital Marketing, Communications, Marketing, Business or Public Relations

Useful Links

- www.lamarewineestate.com
- www.maisondejersey.com
- @ lamareestate
- lamarewineestate